

Message Text

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PAGE 01 NAHA 00186 220843Z

ACTION EA-09

INFO OCT-01 EB-08 ISO-00 SSO-00 USIE-00 /018 W

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FM AMCONSUL NAHA

TO SECSTATE WASHDC 2359

USDOC WASHDC

INFO AMEMBASSY TOKYO

UNCLAS NAHA 186

E.O. 11652: N/A

TAGS: BEXP, BTRA, JA

SUBJECT: FOREIGN BUYERS PROGRAM: REQUEST FOR PARTIAL PER DIEM
FOR ESCORT OFFICER

REF: A) 76 STATE 069996, B) 76 NAHA 087

1. SUMMARY AND ACTION REQUESTED: FOREIGN BUYERS PROGRAM IS
MAINSTAY OF OUR TRADE PROMOTION EFFORT. IN MAY AND JUNE, WE
PLAN TO SEND TWO BUYERS GROUPS TO US UNDER LEADERSHIP OF FSL
TAKARA AT NO-COST TO US GOVERNMENT WITH RESPECT HIS
AIR TRAVEL AND HOTEL. THESE TRIPS TO SUPERMARKET AND BUILDING
SUPPLIES CONVENTIONS EXPECTED GENERATE \$5-6 MILLION AND
\$8-10 MILLION RESPECTIVELY IN INITIAL ORDERS. URGENTLY
REQUEST PARTIAL PER DIEM TOTALING \$240 (PLUS REGISTRATION

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FEE) AND \$20 RESPECTIVELY. END SUMMARY.

2. MUCH APPRECIATE WASHINGTON'S SUPPORT OF CONGEN'S FOREIGN
BUYERS PROGRAM WHICH IS MAINSTAY OF OUR TRADE PROMOTION PROGRAM.
EXCELLENT RESULTS FROM THESE TRIPS IN PAST HAVE BEEN DUE LARGELY
TO FSL SHINTARO TAKARA WHO HAS ACCOMPANIED GROUPS AND INITIATED
CONTACTS AND INTERPRETED. PER REF A, DEPARTMENT LAST YEAR
AUTHORIZED PER DIEM TO ENABLE TAKARA TO GO ON THREE PROJECTED
TRIPS. DUE TO EMERGENCY MANPOWER PROBLEMS AT CONGEN AND OTHER
FACTORS, HOWEVER, HE WAS ABLE MAKE ONLY ONE TRIP.

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3. WE HOPE NOW IN MAY AND JUNE TO SEND TAKARA ON TWO BUYERS
TRIPS TO US WHICH WILL BE GRATIS WITH RESPECT HIS AIR
TRANSPORTATION AND HOTEL ACCOMMODATIONS. WE WISH REQUEST
AUTHORITY TO PAY HIM PARTIAL \$20 PER DIEM TO COVER MEALS AND
LOCAL AND LONG DISTANCE TELEPHONE CHARGES.

4. FIRST TRIP WILL BE TO SUPERMARKET INDUSTRY CONVENTION DALLAS
MAY 1 TO 4. TAKARA WILL ESCORT AT LEAST 15 MEMBERS,

ALL MAKING TRIP TO US FOR FIRST TIME, WHO ARE EXPECTED MAKE INITIAL PURCHASES AMOUNTING TO \$5 TO \$6 MILLION. GROUP WILL LEAVE NAHA APRIL 29 FOR DALLAS, MAKE SUBSEQUENT BUSINESS STOPS AT NEW ORLEANS (US TRADE ASSN., INTERNATIONAL TRADE MART)

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AND LOS ANGELES (CHAMBER OF COMMERCE, 404 BIXEL ST., LA, CA 90017), AND RETURN NAHA MAY 11. THIS TRIP, FOR WHICH TRAVEL AGENT HAS INVESTED \$800 IN ADVERTISEMENTS, MAY FALL THROUGH UNLESS TAKARA ACCOMPANIES. REQUEST PARTIAL PER DIEM TOTALING \$240, PLUS \$75 FOR TAKARA'S DALLAS CONVENTION REGISTRATION FEE, UNLESS USDOC ABLE OBTAIN WAIVER OF FEE FROM CONVENTION SPONSOR, SUPERMARKET INSTITUTE, INC.

5. SECOND TRIP IS TO APARTMENT BUILDERS EXPO (LAS VEGAS, MAY 23-25) AND HOUSTON HOME SHOW (HOUSTON, MAY 25-29), AND/OR HOME AND GARDEN SHOW (NEW ORLEANS, MAY 28-JUNE 5). GROUP STILL BEING FORMED, BUT THERE IS GOOD CHANCE REQUISITE 15 MEMBERS CAN BE OBTAINED TO OBTAIN FREE TRANSPORTATION AND HOTEL FOR TAKARA. GROUP WILL LEAVE NAHA MAY 22 AND RETURN JUNE 7. BECAUSE OF CURRENT BUILDING BOOM IN SUBURBS HERE, OKINAWA IS STRONG MARKET FOR BUILDING MATERIALS AND GARDEN SUPPLIES. THIS TRIP IS EXPECTED TO GENERATE INITIAL ORDERS OF \$8 TO \$10 MILLION. HOWEVER, THIS TRIP MAY ALSO FALL THROUGH UNLESS TAKARA ACCOMPANIES. REQUEST PARTIAL PER DIEM FOR TAKARA TOTALING \$20. CONVENTION REGISTRATION FEES NOT REQUIRED.

6. URGENT REPLY REQUESTED SINCE FIRST BUYERS GROUP IS SCHEDULED

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LEAVE NAHA ON APRIL 29. REGRET LATENESS IN SENDING THESE REQUESTS. BECAUSE OF CONTINUING BUSINESS RECESSION HERE, WE HAVE HAD TO WORK HARDER THAN IN PAST IN RECRUITING BUYERS GROUP, AND HAVE SUCCEEDED IN FORMING DALLAS GROUP ONLY IN LAST FEW DAYS.

KNOWLES

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Disposition History: n/a
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